



July 25, 2006

SUBJECT: Adoption of Work Plan for Update of Community Participation Sub-Element (STUDY ISSUE)**REPORT IN BRIEF**

The Community Participation Sub-Element was originally adopted in 1983 and updated in 1995. The proposed update of this document provides an opportunity to assess the current status of community participation in Sunnyvale, incorporate policy that has been adopted since 1995 and to review and revise as necessary the City's goals, policies and initiatives.

At the December 2005 Study Issues Workshop, Council identified the update of the Community Participation Sub-Element as a multi-year study to be initiated in 2006. (See Attachment A, *Study Issue Paper*.) This report provides a Work Plan for Council consideration, projecting completion of the revised Community Participation Sub-Element for October, 2007.

Staff recommends Alternative 1: Adopt Work Plan for update of Community Participation Sub-Element as submitted.

BACKGROUND

The Community Participation Sub-Element of the Sunnyvale General Plan deals with outreach to and integration of community members into the life of the community. It covers the City's policies regarding community members' access to municipal services and information, public information about City issues and programs, citizen involvement in the policy-making process, and the development of a positive community identity. The Sub-Element includes a description of community conditions, and identifies goals, policies and initiatives related to community participation.

At the time of the 1995 update of the Community Participation Sub-Element, the City had accomplished the original goals set in 1983. The current project will similarly integrate current data and evaluate the goals set in 1995. However, the 1995 update was written before widespread internet and email use. Based on the significant changes in technology and the changing demographics in Sunnyvale, the current update will include a number of emerging community-related issues including:

- The current level of Sunnyvale community participation and engagement
- The use of technology (email and internet) to engage the community

- Outreach to the diverse populations in Sunnyvale
- Community characteristics based on 2000 census data

As a general practice, Sub-Elements are updated every five to ten years, depending on how much trends and other conditions in Sunnyvale have changed. In updating the Community Participation Sub-Element, staff will look at recent census data and trends; evaluate success in meeting existing Sub-Element goals, consider whether the goals are still relevant and what modifications might be needed; and check for consistency with other City planning and policy documents.

EXISTING POLICY

Community Participation Sub-Element:

Goal 7.2A Achieve a community in which citizens and businesses are informed about local issues and City Programs and services.

Goal 7.2B Achieve a community in which citizens and businesses are actively involved in shaping the quality of life and participate in local community and government activities.

Goal 7.2C Assure that City services, programs, and policy decisions are responsive to community input and feedback while recognizing the limits to the City's ability to expand municipal services.

Goal 7.2D Assure that all citizens have reasonable access to City information, services, programs, policy makers and staff.

Goal 7.2E Create a strong, positive community identity.

Legislative Management Sub-Element

Goal 7.3A Assess community conditions, and make appropriate changes to long-range, mid-range and short range plans.

Action Statement 7.3A.1b Monitor and assess Community Conditions on an on-going basis, and adjust long-range, mid-range and short-range plans to reflect changing conditions.

Action Statement 7.3A.1c Review and update each General Plan Sub-Element approximately every 5 years.

DISCUSSION

Scope and Timeline

The Community Participation Sub-Element will address current and future factors influencing:

- Communicating with the public to create an informed citizenry;
- Active participation by all segments of the community in the life of the community;
- Community involvement in decision-making at both the policy and program levels;
- Resident access to City staff and services; and
- Continued development of a positive and healthy community identity.

Several tasks and activities will be included. They can be broadly classified as follows:

- Identification of community demographics;
- Review of the City's vision for community participation;
- Identification of community needs;
- Catalogue of existing services;
- Identification of governing philosophies and practices;
- Identification of emerging issues; and
- Development of strategies for meeting needs.

This work plan represents the beginning of the update process, with completion scheduled for October 2007. All staff work and community and commission review will occur within this time frame. Attachment B is a copy of the full Work Plan with the associated timeline. Attachment C is a description of the roles and responsibilities of those involved in the process.

Process for Developing and Adopting the Community Participation Sub-element (See Attachment B, *Work Plan for Update of Community Participation Sub-Element*)

In accordance with the City's standard administrative guidelines, staff will follow a structured process for the revision of the General Plan Sub-Element, consisting of six phases:

1. Adoption of a work plan;
2. Identification of community conditions;
3. Identification of goals and policies;
4. Preparation of a draft Sub-Element;
5. Adoption of Sub-Element; and
6. Distribution of Sub-Element.

Community Participation (See Attachment C: *Community Outreach Plan*)

Community participation is an integral part of the Sub-Element update and therefore selection of appropriate outreach strategies and techniques will be particularly important. Participation strategies may include:

- Targeted outreach to Board & Commission chairs or their designees, leaders of Neighborhood Associations, community groups, businesses, and other stakeholders;
- Planning Commission review of the final draft document, with the public able to comment during the Public Hearing;
- Distribution of approved draft document to a broad array of potentially affected individuals and organizations, including those who participate in its development;
- Input on relevant technologies from the high-tech community; and
- Outreach to diverse communities. (Cultural diversity is viewed as going beyond traditional population groups; relating to age, employment status and income, family structure, disability, race, ethnic heritage and lifestyle.)

Staff Participation (See Attachment D: *Roles and Responsibilities*)

Overall project management will be coordinated out of the Office of the City Manager. Project management includes the coordination of research and analysis activities, participation of staff in the public review process and overall responsibility for the preparation of the sub-element. Other Department managers will assist with data collection activities, issues identification, needs assessment and review of the document. Staff will also coordinate resident participation and distribution to other government entities. Input and comment will also be solicited from Department directors.

FISCAL IMPACT

No additional funding is required.

CONCLUSION

The Community Participation Sub-Element has not been revised since 1995. Doing so provides an opportunity for City Council to review current and future issues affecting community participation including technology and cultural diversity and to develop strategies to meet those demands. Guidelines for updating Sub-Elements call for public input and review; the City Council's existing Board and Commission structure will be an important mechanism for community outreach. The revised sub-element is scheduled for presentation to Council in July, 2007.

PUBLIC CONTACT

Public contact was made through posting of the City Council agenda on the City's official notice bulletin board, posting of the agendas and report on the City's web page, publication of the Council agenda in the San Jose Mercury News, and the availability of the report in the City Clerk's office, Library, Community Center, and Senior Center.

ALTERNATIVES

1. Adopt Work Plan for update of the Community Participation Sub-Element as submitted.
2. Approve Work Plan for update of the Community Participation Sub-Element with modifications.
3. Other action as determined by Council.

RECOMMENDATION

Staff recommends Alternative 1: Adopt Work Plan for update of the Community Participation Sub-Element as submitted.

Reviewed by:

Robert A. Walker, Assistant City Manager

Prepared by: Romola Georgia, Volunteer Resources Manager

Approved by:

Amy Chan

City Manager

Attachments

- A. Study Issue Paper: "Update of Community Participation Sub-Element"
- B. Work Plan for Update of Community Participation Sub-Element
- C. Community Outreach Plan
- D. Roles and Responsibilities

Attachment A

Proposed New Council Study Issue

Number OCM-5
Status Pending
Calendar Year 2006
New or Old Previous
Title Update of the Community Participation Sub-Element of the General Plan
Lead Department Office of the City Manager
Element or SubElement Community Participation Sub-Element

FILE COPY

1. What are the key elements of the issue? What precipitated it?

The Community Participation Sub-Element outlines the City's basic policies regarding community member access to municipal services and information. It is divided into five topics: Community Education, Community Involvement, Policy Making and Program Planning, Service Delivery, and Community Identity.

Written in 1995, some of the information cited in the Sub-Element is dated. For example it cites community characteristics based on 1990 census data. The Sub-Element was also written before widespread internet and email use. It does not focus on new technology, even though email and the internet are important tools to engage Sunnyvale community members today.

In updating the Sub-Element, City staff would address a number of community-related issues including:

- The current level of Sunnyvale community involvement, education, engagement, and identity
- The use of technology (email and internet) to engage the community
- Outreach to the growing multi-cultural population in Sunnyvale
- Community characteristics based on 2000 census data

In response to RTC#02-455, *Explore Options to Improve Community Outreach*, an Outreach Task Force reviewed Sunnyvale's outreach guidelines including the City's Community Participation Sub-Element of the Sunnyvale General Plan.

The task force recommended that the Community Participation Sub-Element be updated within the next two years and that it include a discussion of multi-cultural/multilingual outreach and the utilization of modern technology including the Internet.

2. How does this relate to the General Plan or existing City Policy?

Legislative Management Sub-Element, Goal 7.3A: Assess community conditions, and make appropriate changes to long-range, mid-range and short-range plans.

Legislative Management Sub-Element, Action Statement 7.3A.1b: Monitor and assess Community Conditions on an on-going basis, and adjust long-range, mid-range and short-range plans to reflect changing conditions.

Legislative Management Sub-Element, Action Statement 7.3A.1c: Review and update each General Plan Sub-Element approximately every five years.

3. Origin of issue

Council Member(s) Miller, Risch (2002 Study Issue)

General Plan

City Staff

Public

Board or Commission none

Board or Commission ranked this study issue ____ **of** ____

Board or Commission ranking comments

4. **Multiple Year Project?** Yes **Planned Complete Date** 2006

5. **Estimated work hours for completion of the study issue (use 5 or 8-hour increments)**

Community Development 100

Information Technology 80

Office of the City Attorney 5

Office of the City Manager 250

Public Works 5

Total Hours 440

6. **Expected participation involved in the study issue process?**

Does Council need to approve a work plan? Yes

Does this issue require review by a Board/Commission? No

If so, which?

Is a Council Study Session anticipated? Yes

What is the public participation process?

Outreach to community members, neighborhood associations, homeowner associations, community groups, faith-based organizations, ethnically diverse communities, businesses and nonprofits. A detailed community outreach plan will be developed in conjunction with Council reviewing the work plan.

7. **Cost of Study**

Operating Budget Program covering costs

Program 730 - Neighborhood and Community Services

Project Budget covering costs

Budget modification \$ amount needed for study

Explain below what the additional funding will be used for

8. **Potential fiscal impact to implement recommendations in the Study approved by Council**

Capital expenditure range None

Operating expenditure range None

New revenues/savings range None

Explain impact briefly

To be determined by Study Issue when recommendations are identified.

9. Staff Recommendation for this calendar year

Recommendation None

If 'For Study' or 'Against Study', explain

Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

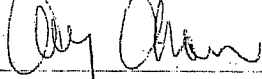


Department Director

10-28-05

Date

Approved by



City Manager

10/31/05

Date

Attachment B

Attachment B
Work Plan for Update of Community Participation Sub-Element

Date	Action/Activity to Occur
7/25/06	City Council Meeting – Public Hearing on Work Plan
August through October, 2006	Research and writing <ul style="list-style-type: none"> ◆ Determine scope of report ◆ Identify stakeholders; determine strategies for community outreach and involvement ◆ Collect data, including community characteristics and community condition indicators ◆ Identify trends and issues ◆ Document progress toward meeting existing goals ◆ Catalog existing City services and practices Includes: <ul style="list-style-type: none"> ◆ Staff input ◆ Review of other local agencies for their trends, issues and practices. ◆ Review of data and resources from Community Outreach professionals ◆ Literature and data search ◆ Core questions to be researched
October, 2006	Draft Community Conditions section
November, 2006 through February, 2007	Meetings/discussions with key stakeholders on pertinent topics relating to the update of the Community Participation Sub-element. Participants may include: Board & Commission chairs or their designees, leaders of Neighborhood Associations, community groups and business associations.
February through March, 2007	Draft goals, policies and initiatives based on community conditions and community vision. Includes: <ul style="list-style-type: none"> ◆ Staff input ◆ Analysis of community conditions to ensure alignment of appropriate goals. ◆ Alignment with community developed vision.
March, 2007	Draft Goals, Policies and Initiatives section to City Manager
April through May, 2007	Write full draft, considering input to date. <ul style="list-style-type: none"> ◆ Integrate Community Conditions, Vision, Goals, Policies and Initiatives

	<ul style="list-style-type: none"> ◆ Write Executive Summary ◆ Write body of report ◆ Prepare other ancillary sections, such as table of contents, acknowledgements, etc. ◆ Add graphics such as maps
June, 2007	Submit draft Sub-element to City Manager, Department Directors and PEDR Committee for review and to ensure consistency with other City documents, policy and with legal interests. Work with planning division on compliance with CEQA.
July, 2007	Study Session with City Council
July, 2007	Review by Board & Commission chairs
August, 2007	Release Sub-element draft for public comment
September, 2007	Planning Commission: Study Session on Draft of Sub-element
September, 2007	Planning Commission: Public Hearing on Draft of Sub-element
October, 2007	City Council: Public Hearing; Council considers adoption of Sub-Element.
November, 2007	Prepare Sub-Element for publishing.
November, 2007	Publish and distribute updated Sub-Element.

Attachment C

Attachment C
COMMUNITY OUTREACH PLAN
Updating the Community Participation Sub-Element
FY 2006-07

The Goal of Community Outreach

Local government is most effective in identifying and responding to community needs when community members have access to information and meaningful opportunities to participate in their government. Through active participation, residents and businesses can increase their ability to shape their future and the future of their city. The current update of the Community Participation Sub-element will expand to include two current issues: the impact of new communications technologies (i.e., e-mail and internet) and the impact of growing diversity among Sunnyvale community members.

Gathering Community Input: Phase One 11/06 – 2/07

As primary official representatives of the Sunnyvale community, Board & Commission chairs or their designees will be invited to review preliminary data, provide input and offer suggestions. Materials to be reviewed may include:

- Reports to Council relevant to community participation
- Integrated Neighborhood Service Initiative (2002) including the vision statement developed at the Sunnyvale Community Workshop, June 2005 and adopted by Council September 20, 2005
- Best practices reports (i.e. Building Community by the Community Foundation Silicon Valley and the Community Foundation Silicon Valley, 2/27/01).
- Draft of updated Community Conditions section

As part of the preliminary research for the project, members of the following groups may be contacted for input during the first phase, as appropriate. The *Connect Database* will be a primary resource for outreach. Contact may include meetings, focus groups, email, surveys, etc.

- Other City Advisory Committees (i.e. Advisory Committee on Accessibility, Senior Advisory Committee, Teen Advisory Committee, etc.)
- Neighborhood associations, community groups and mobile home parks (using the *Connect Database*.)
- Leaders of cultural organizations and faith-based groups
- Youth, school and service groups
- Designated staff from City departments which have direct contact with the public or are involved in external service delivery
- Business associations

Gathering Community Input: Phase Two 7/07 – 9/07

The Community Resources Office will conduct outreach to the broader community, including those who participated in early meetings. There will be two opportunities to

provide feedback and commentary on the Community Participation Sub-element: the first, when the draft document is released and the second, at one of two public hearings. (before the Planning Commission and before the City Council.)

Outreach strategies and methods to be used throughout the update process may include:

- News releases
- Public meetings
- Letters
- Flyers
- Surveys
- Staff meetings
- E-mail
- City Website
- KSUN slides
- And other publicity, as appropriate

Attachment D

Attachment D
ROLES and RESPONSIBILITIES
Updating the Community Participation Sub-Element
FY 2006-07

Assistant City Manager

Sets direction for project and supervises Project Coordinator. Approves any work products.

Project Coordinator

Lead staff member for project and primary author of final report, synthesizing information from all sources. Oversees outreach activities. Attends all meetings related to the project. Acts as formal link to Planning Commission and City Council and community members

Inter-department Project Team

Provides ongoing research and review. Participates in developing community vision for Community Participation. Reviews the final full draft and provides comments and recommendations to the City Council.

Visioning Participants

May include Board and Commission chairs or their designees and leaders of Neighborhood Associations, community organizations and businesses. Also may include individuals with relevant expertise. Participants may receive notice of later public hearings and the availability of the final draft so they may submit written or oral comments before the Planning Commission and the City Council.

General Public

The General public will be given the opportunity to participate in a variety of ways. Some may participate in expanding the vision for community participation. Public hearings with the Planning Commission and City Council will also be noticed.

Planning Commission

Provides City-wide perspective in the review of all Sub-Elements and helps to integrate all Sub-Elements into a single comprehensive plan. Reviews the full draft Sub-Element, and provides comments, alternatives and recommendations to the City Council.

City Council

Responsible for adopting a final Sub-Element with goals, policies and initiatives that will drive the efforts toward community participation in the City for the next five to ten years.

Staff

Provide periodic review of data and findings for reality check and completeness, and to ensure validity and ability to implement. Serve as a data resource throughout. While designated OCM and Planning staff will play the largest role, staff from throughout the City will be involved as appropriate. The Executive Leadership Team (ELT) will be provided an opportunity to review the draft document.

Planning, Economic Development Review (PEDR) Committee

(NOVA rep, Economic Development, Assistant City Manager, City Attorney, Planning Officer, Community Development Director)
Required one-time review for readability and consistency with other elements of the General Plan.